

5.0 CATALYTIC PROJECTS AND PROGRAMS

Introduction

The planning process has identified several projects that will create an identity for the neighborhood and spur additional development in the community. Catalytic projects increase the value of surrounding properties, represent a significant and visible investment in the neighborhood, support the plan goals and have the potential to attract additional investment to nearby properties.

Many of the projects and supporting graphics were developed by the National Main Street Center, a program of the National Trust for Historic Preservation, as part of a separate planning initiative coordinated by the Department of City Development to support the Neighborhood Plan. The final result of their work is a Visioning Charette Summary Report found in the Appendix. The recommendations are based on a series of stakeholder interviews and workshops.

In addition to selected design concepts and graphics from the Main Street Report, this study identified additional catalytic projects based on 50 stakeholder interviews, three focus groups, two community workshops, market study findings, national research on similar projects and public input received at meetings and hearings.

Eight catalytic projects are proposed in the neighborhood. Five are development projects, two are programs and one is a future vision for the industrial corridor. The following map shows all the catalytic projects.

Detailed descriptions for each project include the current status of the site or area, objectives for the project, specific recommendations (including design diagrams for the various scenarios), responsible parties and recommended timing for the project.

5.1 AREA A: FORMER SEARS BLOCK

Current Status: The intersection of North and Fond du Lac Avenues is a key node contributing to the identity of the neighborhood. A signature building at the corner, combined with substantial redevelopment of the surrounding property, will reinforce the commercial potential of this node and serve as the key landmark for this community.

Objectives

The creation of a signature building, and redevelopment of surrounding property at the intersection, will create a more positive identity for the neighborhood; a commercial anchor will encourage additional investment in the area. Continued investment along North Avenue, between Fond du Lac and 27th Street, will improve the perception of the area and add services for residents. The intersection of Fond du Lac and North is the “heart of the neighborhood” and will be the core of businesses and services in the community.



Redevelopment of the former Sears block can be accomplished using two options: (1) renovating the existing building and adding other structures to reinforce the Fond du Lac and North corridors or (2) replacing the existing building with several new buildings.

The proposed options will:

- Increase the value of surrounding properties.
- Improve the image of the Sears property and the key intersection of the neighborhood.
- Encourage adjacent property owners to renovate their buildings and properties.
- Improve the pedestrian environment throughout the commercial node.

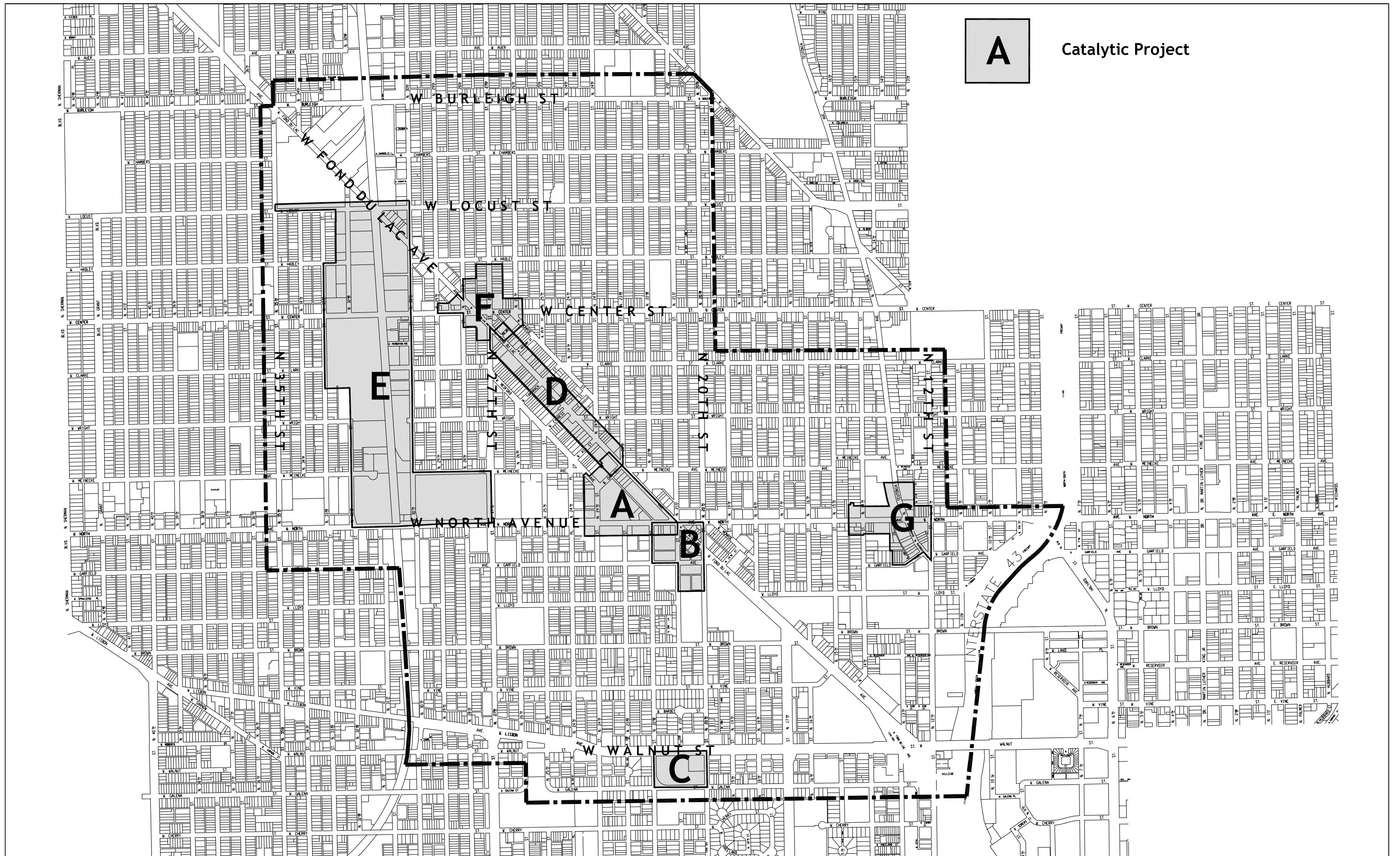
Specific Recommendations

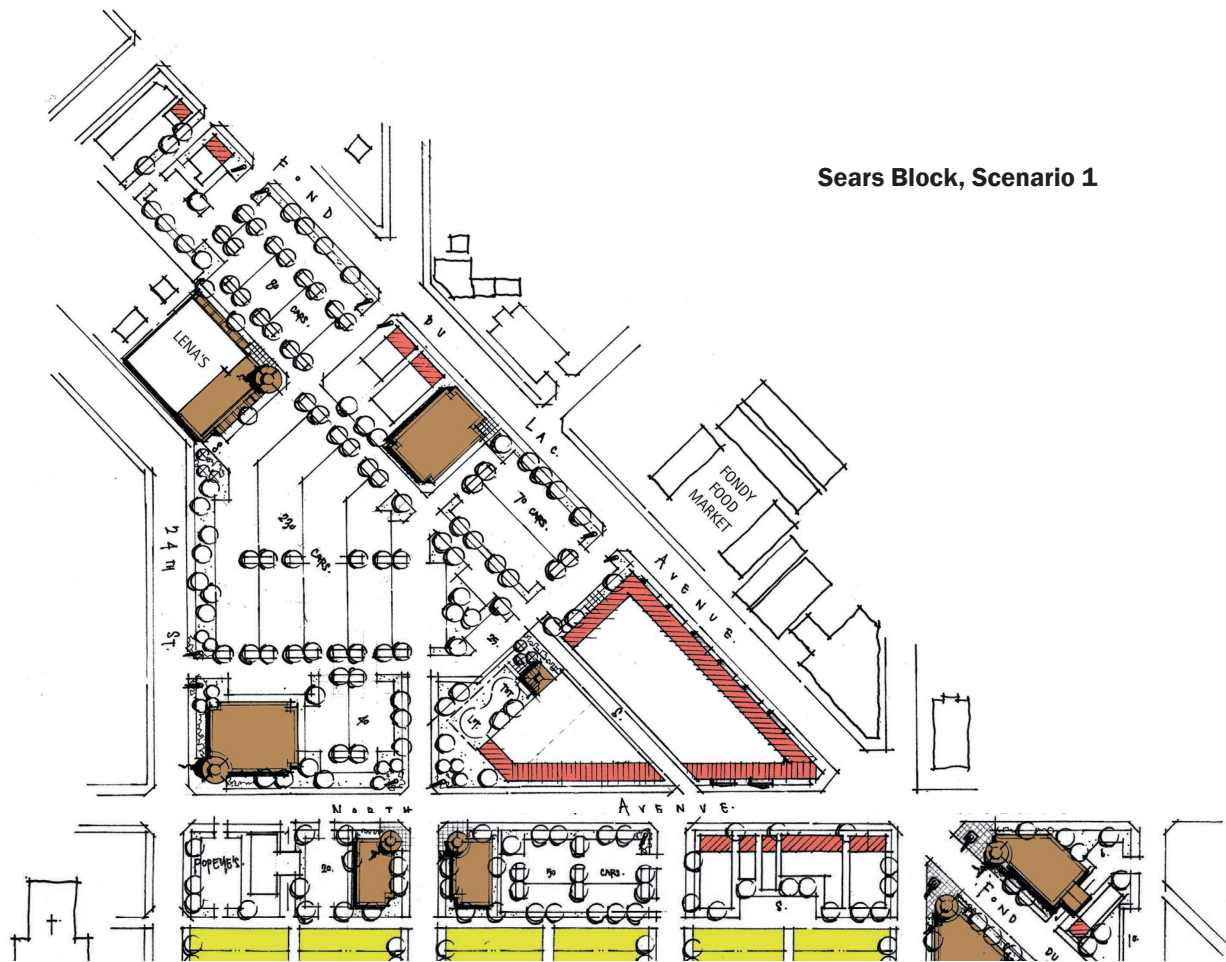
Four strategies, or combinations, for redeveloping the former Sears property are described so the project can respond to different intensities of redevelopment and market opportunities.

Former Sears Block, Scenario 1

This scenario emphasizes the historic quality of the intersection by preserving the existing buildings.

- Renovate the former Sears building.
- Include windows at ground level on all facades to enhance the pedestrian experience along North Avenue and Fond du Lac Avenue. Restore to their traditional historic character the existing facades of buildings along the south side of North Avenue, between Fond du Lac





source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

and 25th Streets.

- Include retail on the first floor with mixed-uses on the second and third levels of the former Sears building (refer to the Main Street report, Appendix E, for details).
- Design a shared parking area that includes landscaping and a clear circulation pattern. Entrance markers, with signage, should be located at both North Avenue and Fond du Lac Avenues.
- Consider expanding and rehabbing the existing Lena's Grocery store. The redesign of the south and east facades should include windows to enhance the pedestrian realm of the parking plaza.
- Locate a series of small infill buildings along the south side of North Avenue to create pedestrian-friendly commercial development and to reinforce the street edge. Buildings and other structures should be located at the sidewalk with shared parking on the side or in back of buildings.
- Fencing and landscaping should separate the parking lots from the sidewalks. Parking lots should be shared when possible to limit curb cuts onto North Avenue.
- Parking lots should be designed as

“plazas,” including paving patterns, pedestrian-scaled lighting and landscaping.

- Streetscaping in the project area should include pedestrian-scaled lighting, street trees where space is available and signage to identify the neighborhood.

Former Sears Block, Scenario 2

This scenario emphasizes both historic preservation and new development.

- Remove the loading docks of the former Sears building and rehab the remainder of the building. All facades should include windows at the ground level to enhance the pedestrian environment along North Avenue and Fond du Lac Avenue.
- Include retail on the first floor with mixed-uses on the second and third levels (refer to the Main Street report in the Appendix for details).
- Develop new buildings along the street

edge to accommodate new commercial uses at street level, with housing at the second level.

- Develop a shared parking plaza with a landscape feature visible from both the Fond du Lac and North Avenue entrances.
- Parking lots should be designed as “plazas,” including paving patterns, pedestrian-scaled lighting and landscaping.
- Maintain the street edge along Fond du Lac and North Avenue with all new and rehabbed existing buildings. Include windows on the ground level of all new rehabbed structures.
- Streetscaping in the project area should include pedestrian-scaled lighting, street trees when space is available and signage to identify the neighborhood.
- Locate small infill structures along the south side of North Avenue to create a shopping district. Structures should be located at the sidewalk edge with parking

Vision for the Sears building

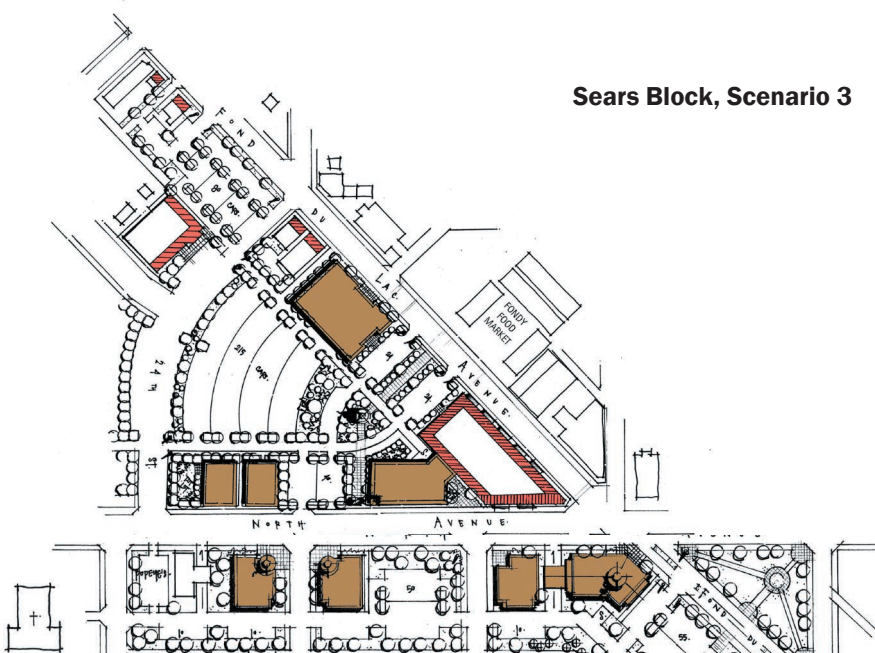
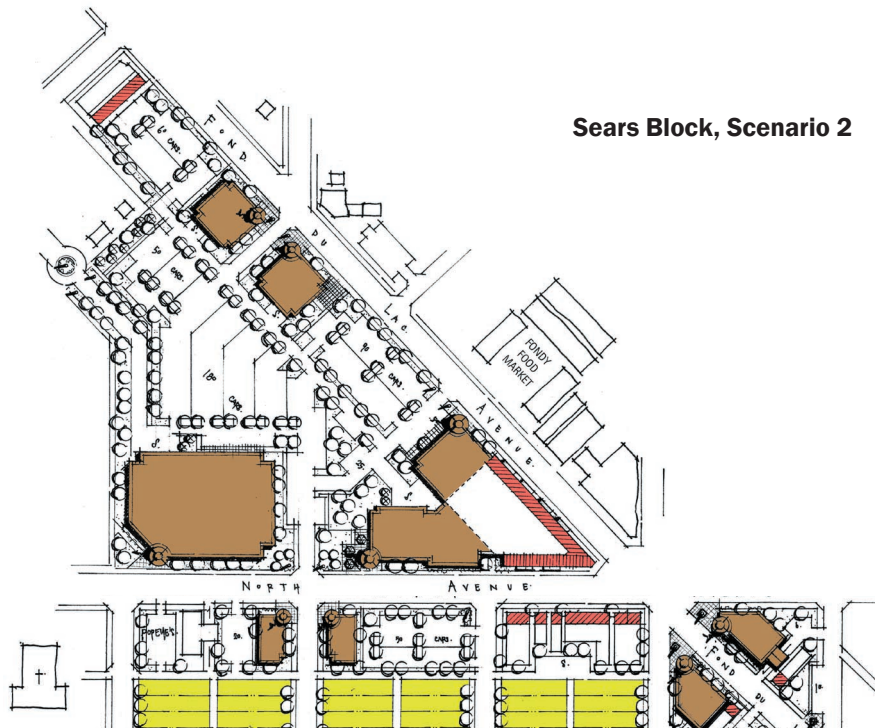


source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

on the side or back of buildings.

- Fencing and landscaping should separate the parking lots from the sidewalks. Parking lots should be shared when possible to limit curb cuts onto North Avenue.
- Develop two larger commercial buildings

on Fond du Lac, south of North Avenue, with a parking plaza shared between the buildings. The buildings should be at least two stories to reinforce the existing scale of the intersection.



source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.



Former Sears Block, Scenario 3

This scenario integrates a medium-box retail building west of the Sears block. Incorporating a medium-box development provides an opportunity to bring a national retail store to the neighborhood. A national store will provide a variety of goods for residents and additional jobs for the area. A portion of the Sears building is renovated in this scenario.

- Locate a medium-box structure on the north side of North Avenue between 24th Street and 24th Place. The building should include windows at the ground level to enhance the pedestrian environment along North Avenue and in the parking plaza.
- Include retail on the first floor with mixed-use on the second and third levels (refer to the Main Street report, in the

Appendix, for details).

- Relocate or realign 24th Street so it circulates through the parking lot.
- Landscape the parking plaza to include a significant green space along North Avenue that emphasizes the entrance into the parking plaza. This space could include public art, seating and signage for the development.
- Landscaping and signage should reinforce the former Sears block development and the Main Street identity along North Avenue.

Former Sears Block, Scenario 4

This scenario emphasizes substantial development by replacing the entire former Sears building with new buildings and green space.

- Develop a public green space at the intersection of Fond du Lac and North. The green space creates a gateway feature, gives prominence to the development and provides a public space for pedestrian interaction.
- Develop a cluster of two-story commercial buildings that maintain the street edge along North Avenue and have an entrance feature facing Fond du Lac Avenue. A secondary entrance should be



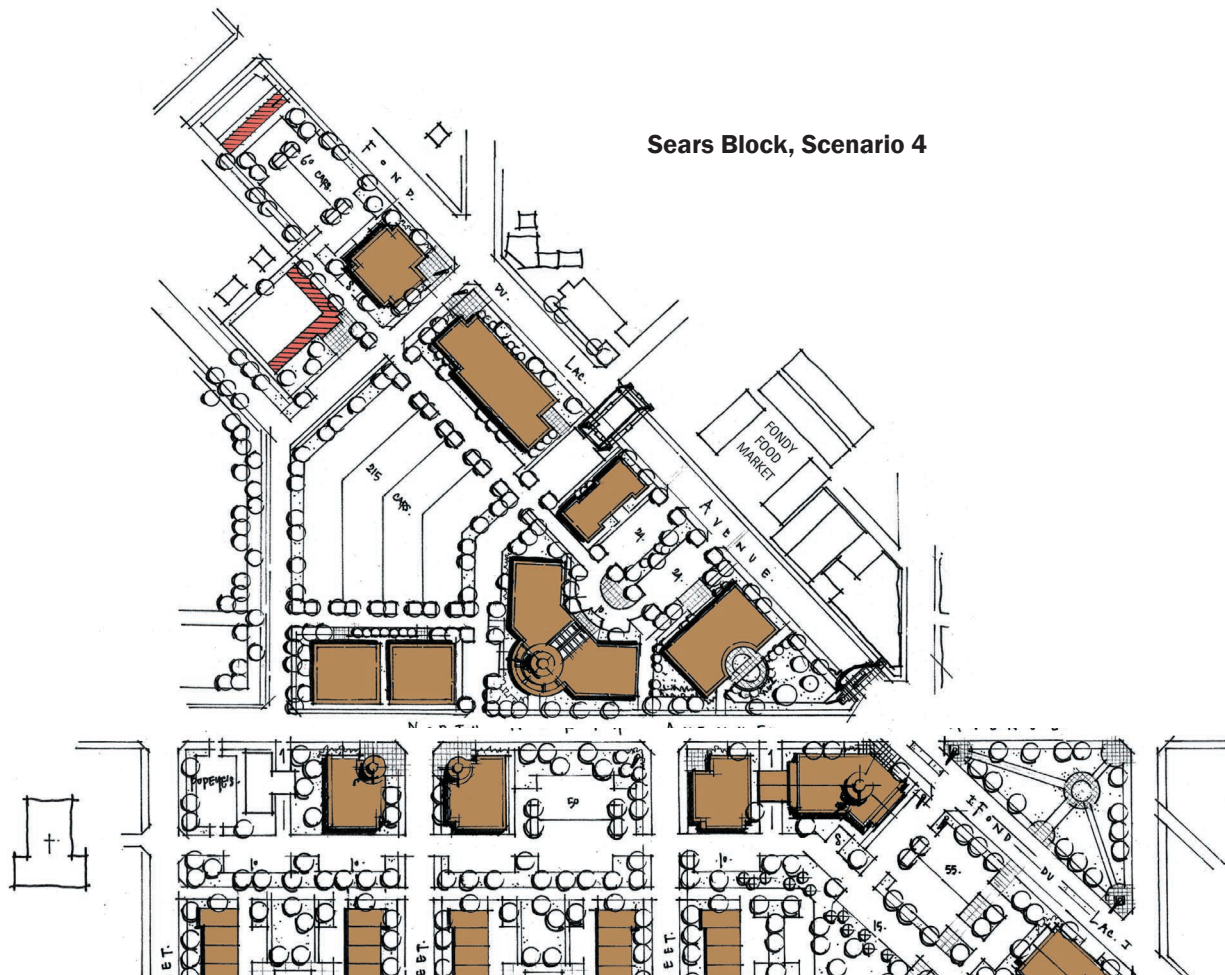
located on North Avenue.

- Design a shared parking area to include landscaping and fencing. Entrance markers and signage should be located at both North Avenue and Fond du Lac Avenue.
- Consider expanding and rehabbing the existing Lena's Grocery store. The redesign of the south and east facades should include windows to enhance the pedestrian realm of the parking plaza. This building could remain as Lena's or be another retail opportunity if Lena's moves to another building on the site.

- Locate buildings along North Avenue to maintain the street edge. All buildings should include ground-level windows to enhance the pedestrian environment.

Responsible Parties:

- Private developer / current Sears owner
- Department of City Development
- Redevelopment Authority of the City of Milwaukee (RACM)
- Department of Public Works
- Lena's



source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

Timing

The intersection of Fond du Lac and North Avenues should be the first project implemented to establish a precedent for future development in the neighborhood and to illustrate that change is happening in the community.

5.2 AREA B: FOND DU LAC AND 20TH STREET

Current Status: Fond du Lac Avenue, at 20th Street and Johnson's Park, is a recreational center, community gathering place and visual entry into the neighborhood. The park and adjacent historic buildings provide amenities and identity for the area, and also serve as a gateway to the key intersection of Fond du Lac and North Avenues.

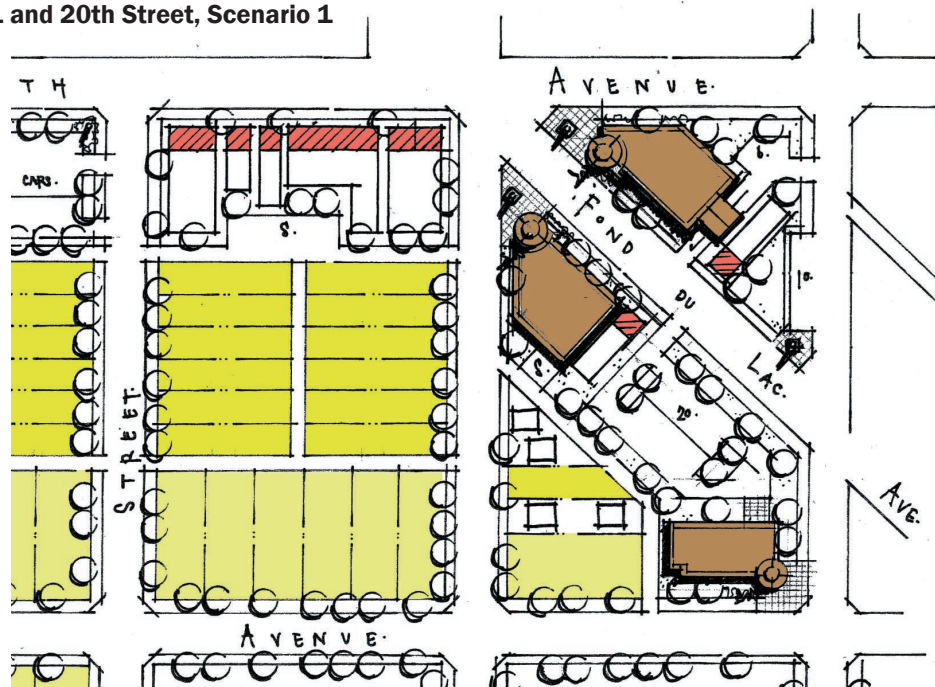
Objective

This project area is an opportunity to create an identity and set the image for surrounding

developments. A high-end, mixed-use development will attract customers to the neighborhood and create a memorable entry into the community. Johnson's Park is a highly visible site as people enter the neighborhood from downtown. The new freeway interchange at Walnut Street and I-43, with its proposed community-sensitive design, public art and landscaping, will create a front door into the Fond du Lac and North neighborhood. Investment in the area will spur economic development by pursuing the following objectives:

- Improving the perception of the area through streetscaping elements, enhanced park amenities and a signature building or public art project.
- Enhancing the overall character of Johnson's Park to encourage active use of the area for residents and visitors.
- Creating value and spurring additional

FDL and 20th Street, Scenario 1



source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

investment on surrounding blocks through retail, commercial and housing projects.

- Including uses that will serve area residents, as well as “destination uses” that will attract visitors to the Fond du Lac and North commercial node.

Specific Recommendations

A high-quality, mixed-use development will add value to the immediate area and serve as a “gateway into the neighborhood.” Two strategies are explored for this area.

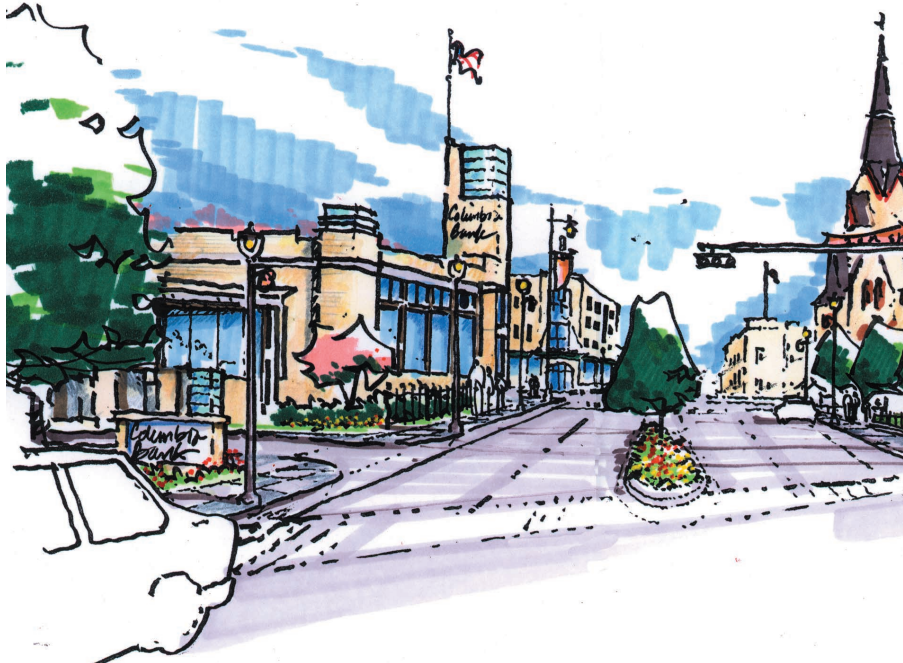
FDL and 20th Street, Scenario 1

This scenario redevelops the triangle and creates a gateway into the intersection of Fond du Lac and North with two signature buildings.

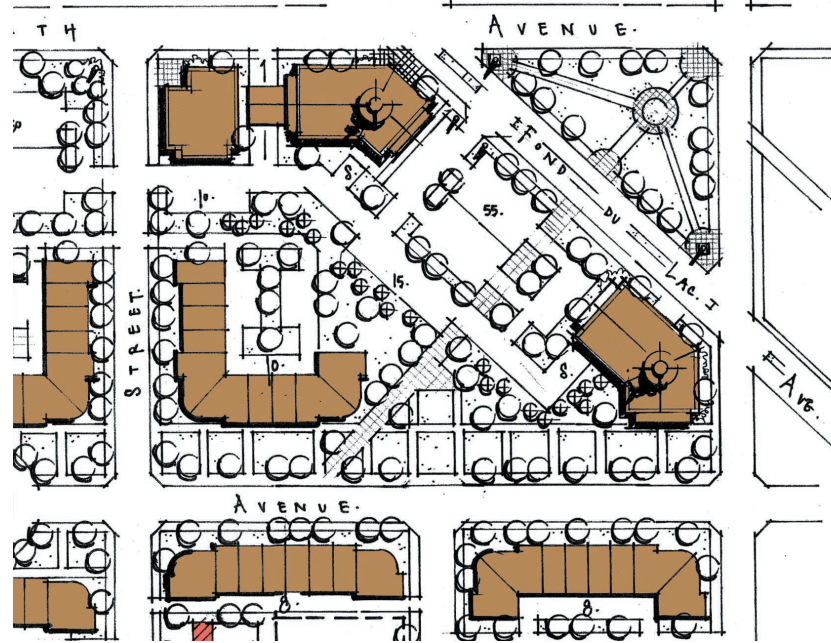
- Develop a one-story commercial building, with a drive-through, on the triangle parcel per the Main Street Report

program recommendations. The building should be located at the edge of the sidewalk to establish a “gateway” into the intersection.

- Develop two commercial buildings on the west side of the street with a shared parking lot per the Main Street Report program recommendations. The northern building should be located at the edge of the sidewalk to establish a “gateway” into the intersection. The southern building could be a sit-down restaurant with outdoor seating across the street from Johnson’s Park to serve area residents and visitors to the area.
- Provide a facade improvement program for the existing buildings along North Avenue.
- Develop high-quality, owner-occupied housing adjacent to the park. The park should serve as an amenity for the



source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

FDL and 20th Street, Scenario 2

source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

development.

- Recommend active use of the park to create a pedestrian-friendly environment.

FDL and 20th Street, Scenario 2

This scenario creates a park on the triangular parcel as a gateway into the intersection of Fond du Lac and North per the Main Street Report program recommendations.

- Create a park on the triangle that serves as an entrance into the neighborhood. The park should include seating areas and formal landscaping.
- Develop two commercial buildings on the west side of the street with a shared parking lot. The northern building should be located at the edge of the sidewalk to establish a “gateway” into the intersection. The southern building could be a sit-down restaurant with outdoor seating across the street from Johnson’s

Park to serve area residents and visitors to the area.

- Provide a facade improvement program for the existing buildings along North Avenue.
- Develop high-quality, owner-occupied housing adjacent to the park with views of the park.
- Recommend active use of the park to create a neighborhood-friendly environment.

Responsible Parties

- Private developer(s)
- Milwaukee County (Johnson’s Park)
- Department of City Development
- Department of Public Works

Timing

This area should build upon the development of the former Sears Block to support the investment. It should be one of the first projects implemented.

5.3 AREA C: WALNUT NODE

Current Status: The vacant building and large parking lot offer a highly visible site made up of two contiguous parcels across from a successful new housing development (City Homes). The site is currently zoned commercial and is on the proposed Milwaukee Connector route.

Objective

Replacing the vacant building and site with a vibrant mixed-use project will establish a standard for redevelopment along the Walnut Corridor. A high-quality, mixed-use project will create a shopping node for residents in the area and spur continued investment. The development should complement the City Homes development and other housing around the site. Redevelopment will enhance the identity of the area and spur economic development in the neighborhood. The proposed options will:

- Create a high quality, mixed-use development that will add value to the surrounding properties and sustain values of the City Homes properties.
- Create a commercial amenity for area residents. The buildings should include retail and commercial uses that serve

area residents.

- Develop a transition and buffer between the surrounding residential properties and Walnut Street.
- Create a transit-oriented development that will serve area residents and benefit from the Milwaukee Connector, or fixed guideway public transit alternative.

Specific Recommendations

The two concepts for the development site include reconnecting the street grid with mixed-use buildings along Walnut with housing to the south. The options vary by housing types.

Walnut Node, Scenario 1

This option emphasizes mixed-use development along Walnut with single-family housing to the south.

- Locate two commercial buildings along Walnut Street with parking to the south. Continue N. 21st Street through to Walnut.
- Buffer the adjacent housing development with landscaping and fencing along the parking lot.
- Develop 20 single-family houses in a



traditional street pattern. The streets should link with the existing grid including an alley system. Lots should be approximately 40 feet wide.

Walnut Node, Scenario 2

This option emphasizes mixed-use development along Walnut with owner-occupied townhomes to the south.

- Locate four commercial buildings along Walnut with shared parking plazas between the buildings. Continue N. 21st Street through to Walnut.
- Buffer the adjacent housing development with landscaping and fencing along the parking lot.
- Develop 32 owner-occupied townhomes at the south end of the property with streets that link to West Galena Street. Lots are accessed from an alley system.

Walnut Node, Scenario 3

This option includes all single-family units that are similar in lot size and character to City Homes.

- Develop 36 owner-occupied single-family units. Lots facing Walnut Avenue are accessed off an alley. Continue 21st Street through to Walnut Avenue.

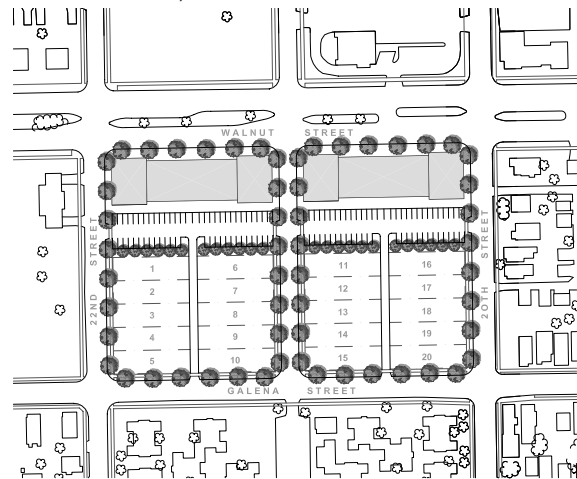
Responsible Parties

- Redevelopment Authority - City of Milwaukee
- Department of Public Works
- Private developer

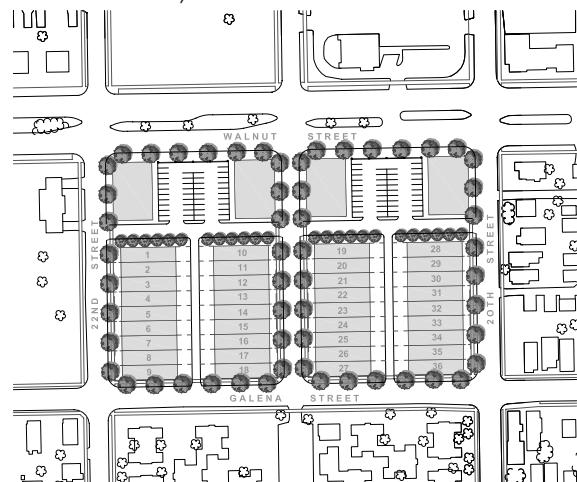
Timing

This should be a priority development but is not a necessary component to encourage

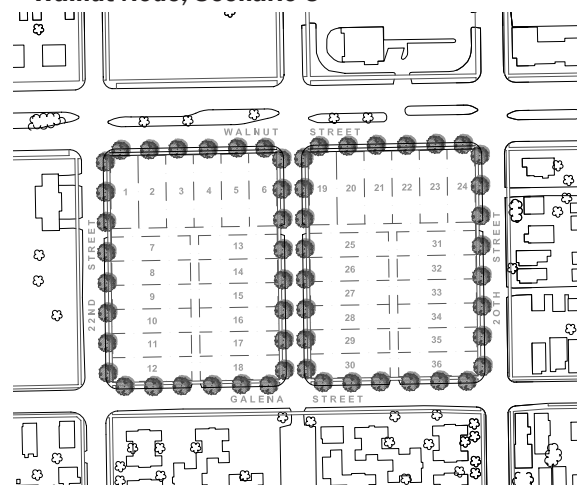
Walnut Node, Scenario 1



Walnut Node, Scenario 2



Walnut Node, Scenario 3



residential development to the north. It can happen simultaneously with other projects in the neighborhood.

5.4 AREA D: FOND DU LAC PARKING INITIATIVE

Current Status: The Fond du Lac Avenue businesses, between Oak Street and Center Street, desire parking options that are available at all times of the day. Some on-street parking was lost as a result of the recent Fond du Lac

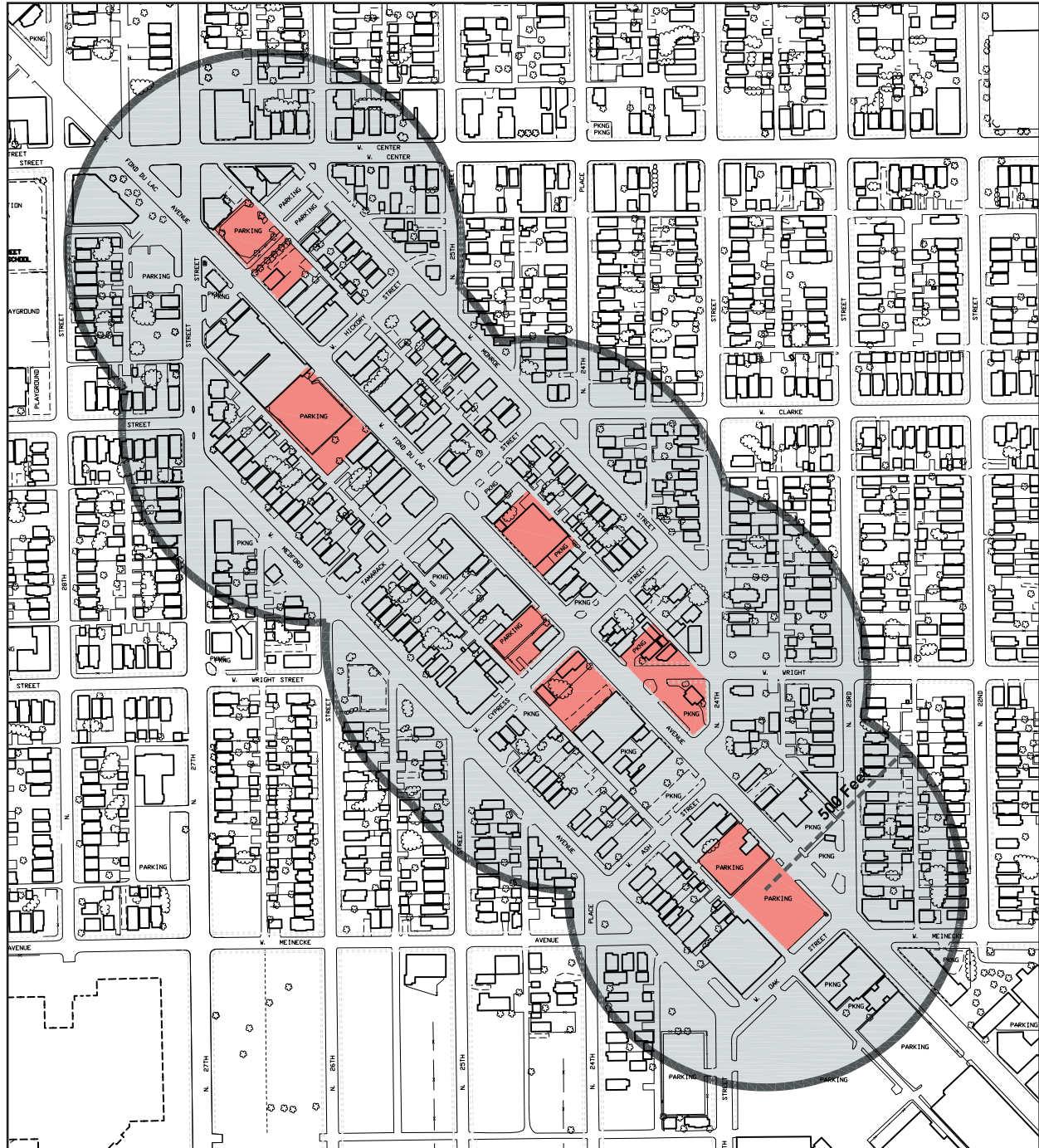
reconstruction. This lost on-street parking needs to be replaced with a comparable amount of accessible off-street parking.

Objective

Attracting customers to a business district requires quality businesses and accessible

Proposed Shared Parking Lots

(black line indicates a 5 minute walk distance from the parking lot)



parking. The Fond du Lac corridor needs additional parking options that can be shared by merchants. The parking recommendations should:

- Create additional parking spaces within close proximity to area businesses.
- Provide shared parking that is accessed from Fond du Lac Avenue.
- Increase business opportunities along Fond du Lac Avenue.
- Create available parking during peak traffic times.
- Establish a uniform appearance of the parking areas that creates an identity for the corridor.

Specific Recommendations

Shared parking lots are identified for each block along Fond du Lac, between Oak Street and Center Street. Wright and 24th Streets are realigned to provide a parking opportunity and allow 24th Street to create a perpendicular connection with Fond du Lac Avenue.

- Create shared parking lots by combining existing parking lots with properties identified as “Susceptible to Change” in the Neighborhood Plan analysis.
- Include similar landscaping, signage, public art, paving patterns and streetscape elements to identify public parking opportunities throughout the corridor.
- Remove current parking restrictions that impact parking availability during peak traffic times.
- Expand and/or enhance the existing

public parking lots to include landscaping, signage and improved lighting.

- Lots should be accessible from both Fond du Lac Avenue and the alley.
- Use WISDOT grant funds to enhance the identity of the corridor and increase parking opportunities for the area.
- Explore options to determine how private properties can participate in developing, and partially owning, parking facilities.

Responsible Parties

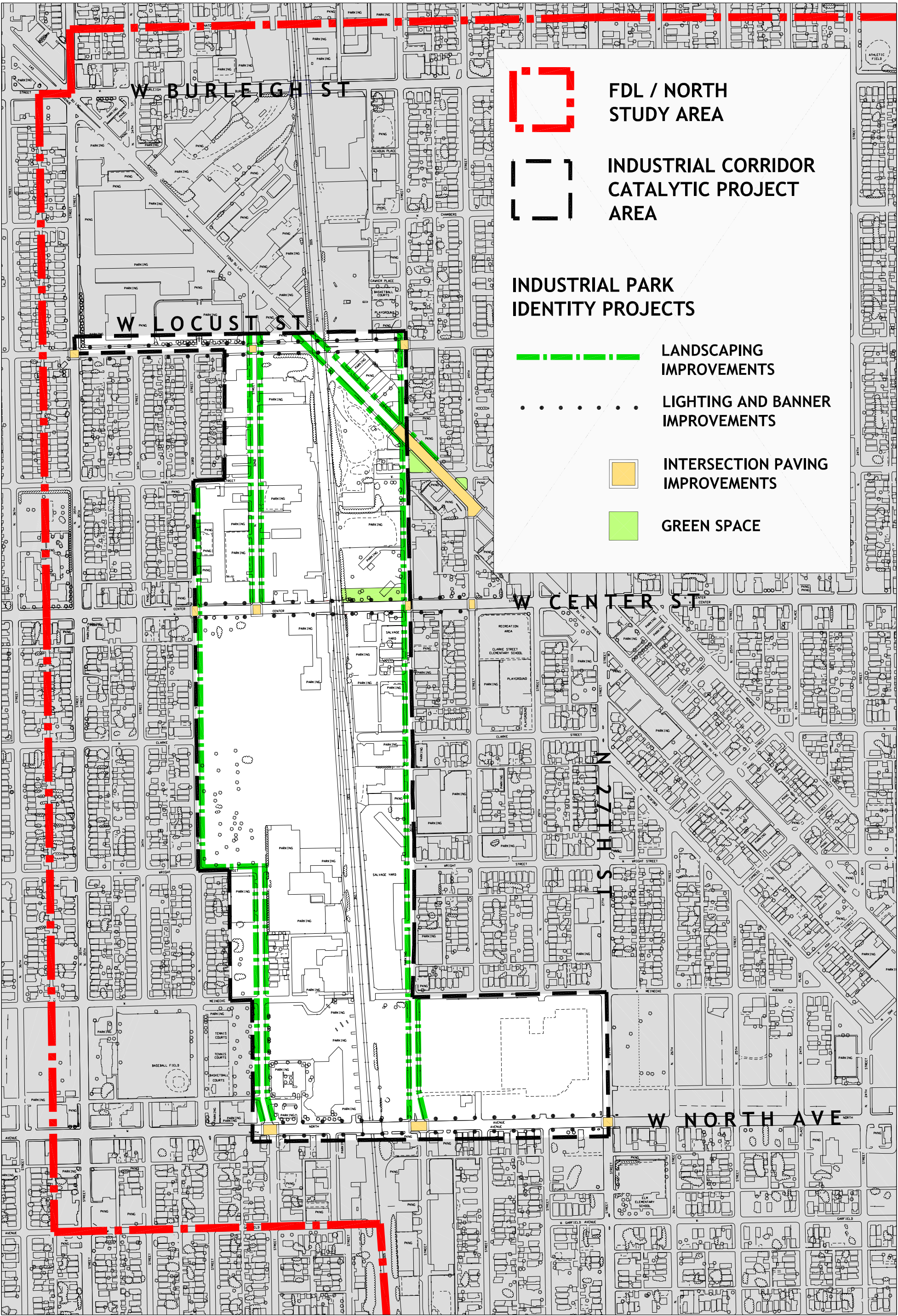
- City of Milwaukee
- Department of Public Works
- Property Owners
- WISDOT

Timing

This program should be initiated as soon as the City and the merchants can agree on the locations of the shared parking lots. All necessary agencies should be included in the implementation discussions.

5.5 AREA E: 30TH STREET INDUSTRIAL CORRIDOR - CAMPUS IDENTITY

Current Status: The 30th Street Industrial Corridor is one of the largest industrial developments in the City of Milwaukee. The corridor has rail access, over 17,000 potential employees available from the surrounding neighborhood and convenient access to major highways. The corridor is on the western edge of the Fond du Lac and North neighborhood.



Objective

A clear identity of signage, landscaping and streetscaping elements will establish the industrial corridor as an “urban industrial campus” and help attract investors to the area. Enhanced gateways into and through the development will improve the image of the industrial corridor and create links to the adjacent commercial districts and “walk to work” neighborhoods. The project will:

- Establish a clear identity for the corridor within the study area.
- Improve and unify the perception of the area with landscaping, lighting and signage.
- Increase values of properties adjacent to the “campus.”
- Increase job opportunities with new development in the corridor.
- Attract investors to the area.
- Establish a clear sense of boundaries that define the industrial park.

Specific Recommendations

A high-quality industrial campus will be created to attract investors to the area. There are a variety of urban design treatments including pedestrian lights, street trees and other landscaping elements, significant green spaces, and intersection and sidewalk paving details. The type and location of the treatment is dependent on adjacent land uses, current safety conditions and the degree of public interaction with the campus. The project will:

- Include landscaping and signage throughout the corridor to create a

campus feeling.

- Locate lighting and banners along the main traffic arterials to enhance safety, as well as call attention to the industrial corridor.
- Enhance the key intersections surrounding the corridor, as well as intersections along main arterials in the corridor. Enhancements might include stamped concrete intersections and crosswalks to slow traffic, signage as you enter the corridor and pedestrian lights with banners.
- Develop significant green spaces along Center Street to improve the image of the area and provide park amenities for area employees.
- Develop a commercial node within walking distance to the corridor that will serve as an amenity for corridor employees. Two opportunities for commercial nodes are Center Street and North Avenue.
- Develop a funding mechanism that allows the 30th Street Industrial Corridor and the City of Milwaukee to purchase obsolete properties that can be combined to provide new development parcels.
- Locate new “Walk to Work” housing near the Master Lock property.
- Explore the possibility of a bike path along the rail road.
- Consider how a Crime Prevention Through Environmental Design strategy can be implemented within the corridor.
- Consider improving overall security through the use of private security forces.

Responsible Parties

- City of Milwaukee
- 30th Street Industrial Corridor Corporation
- Private investors

Timing

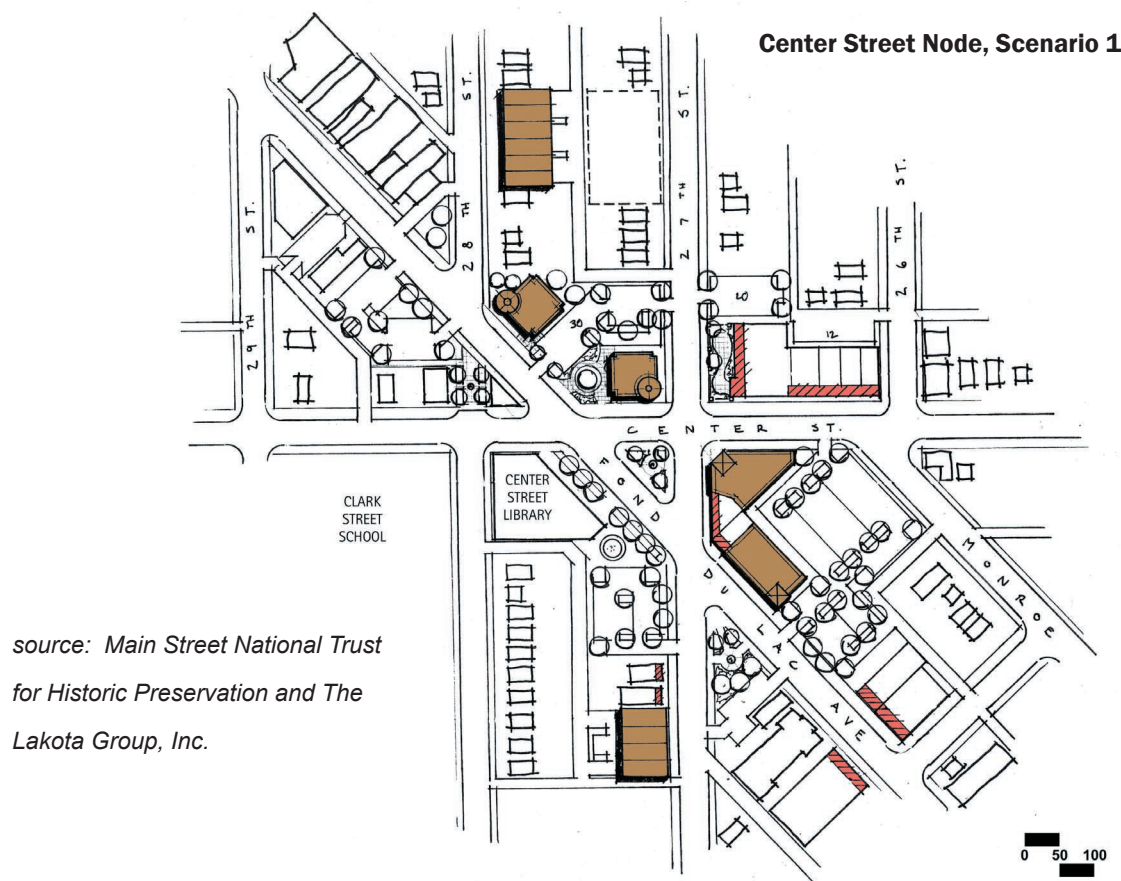
The identity elements should be implemented when enough can be included to make a “campus” impression, or visual impact. The first areas to target should be North Avenue, Center Street and the Locust and Fond du Lac Avenues entrance.

5.6 AREA F: 27TH AND CENTER NODE

Current Status: The intersection of Fond du Lac, Center and 27th Streets can serve as a commercial and civic hub of the neighborhood. The area includes the Center Street Library, the old Kilbourn State Bank, and the Black Historical Society, along with several retail uses and numerous bus transfer stops.

Objective

The image and commercial viability of the intersection can be enhanced with investment



Center Street Node, Scenario 2



source: Main Street National
Trust for Historic Preservation
and The Lakota Group, Inc.

in buildings (new construction, rehab and facade treatment), improved landscaping, and a landmark development. The project will:

- Improve the image of the intersection with new development on significant vacant parcels and redevelopment of existing properties.
- Increase the value of surrounding properties and blocks.
- Improve the perception of the area with landscaping, public art and streetscape elements.

Specific Recommendations

The traffic counts, bus transfer numbers, and stable housing on blocks surrounding this node show there is an opportunity to support additional

services and commercial development. The two scenarios for this node include mixed-use development, expansion of the Black Historical Society and improved landscaping and green space.

Center Street Node, Scenario 1

This scenario includes two small buildings on the vacant parcel at 27th and Center, as well as housing, additional commercial development and facade improvements.

- Develop two mixed-use buildings, according to the Main Street Report program recommendations, with a shared parking lot and green space on the vacant parcel at 27th and Center Streets. The architectural features at the

corners of the buildings should create a landmark visible from 27th Street, Center Street and Fond du Lac Avenue. The development should include sufficient shared parking with clear circulation patterns. Buildings should be located along the street edge, i.e. buildings should be built in a continuous row and built up to the public right-of-way.

- Develop owner-occupied townhomes, according to the Main Street report recommendations, along 28th Street, north of Center Street, and along 27th Street, south of the library parking lot.
- Explore reuse options for the historic Kilbourn State Bank building at Center Street and Fond du Lac Avenue, including a green space and/or plaza to replace 28th Street.
- Develop two mixed-use buildings at the southeast corner of Center and 27th Streets, with retail on the ground floor. These buildings will help define the active edges of the node and provide additional services for the residents.
- Determine program enhancements for the Center Street library facility.
- Locate streetscape elements throughout

the area to create an improved and better-defined identity for the node.

- Enhance the triangle (green space) to become a feature for the intersection.

Center Street Node, Scenario 2

This scenario includes one building on the vacant parcel at 27th and Center, as well as housing, additional commercial development and facade improvements.

- Develop a mixed-use building, according to the Main Street Report recommendations, on the vacant parcel at 27th and Center Streets. The architectural features at the corner of the building should create a landmark visible from 27th Street, Center Street and Fond du Lac Avenue. The development should include sufficient shared parking with clear circulation patterns. Buildings should be located along the street edge, i.e. buildings should be built in a continuous row and built up to the public right-of-way.
- Develop owner-occupied townhomes, according to the Main Street report recommendations, along 28th Street,

Kilbourn Bank Facade Improvements and Adaptive Reuse Illustrations



source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

north of Center Street, and along 27th Street, south of the library parking lot.

- Explore reuse options for the historic bank building at Center Street and Fond du Lac Avenue, including a parking plaza along 28th Street.
- Develop two mixed-use buildings at the southeast corner of Center and 27th Streets with retail on the ground floor. These buildings will help define the edges of the node and provide additional services for the residents.
- Determine program enhancements for the Center Street library facility.
- Locate streetscape elements throughout the node area to create an improved identity for the node.
- Enhance the triangle (green space) to become a feature for the intersection.

Responsible Parties

- City of Milwaukee
- Private developer
- Milwaukee County
- Property Owners
- Milwaukee Public Library

Timing

Developing a building on the vacant parcel should be the first project implemented in this node. It is a highly visible site and will set the precedent for future development.

5.7 AREA G: TEUTONIA AND NORTH

Current Status: The area surrounding Teutonia and North is experiencing redevelopment interest and should be an area for continued investment. The new Northside YMCA facility is the anchor for

the area, with new infill housing being developed throughout the surrounding blocks.

Objective

A new development across from the YMCA should continue investment in the area and spur additional developer and business interest. Additional commercial development and housing units along Teutonia and 12th Street will provide more customers for the YMCA and add vitality to the area. The project will:

- Continue the momentum created by the new investment in the area.
- Create high-quality housing that will increase value in the neighborhood.
- Create an identity for the Teutonia and North Avenue intersection.

Specific Recommendations

Teutonia and North, Scenario 1

This scenario develops mixed-use buildings along North Avenue and single-family housing units along Teutonia, e.g. townhouses with entry courtyards facing the street.

- Develop two mixed-use buildings on the northeast corner of Teutonia and North, with shared off-street parking.
- Develop a mixed-use building to the east of the YMCA. Parking should be located behind the building with access from the existing curb cut on North Avenue and the existing alley access from the south.
- Develop single-family housing along Teutonia and 12th Streets to provide additional home ownership opportunities in the area.

- Create a pedestrian link between North Avenue and the parking lot for the mixed-use development described above.
- Integrate streetscaping improvements throughout the project area to create an identity for this node. Enhance the intersections of North and 12th Street, North and Teutonia and North and 13th Street with paving patterns and decorative crosswalks to slow traffic.
- Explore continued and alternative uses for the former YMCA facility.
- Develop Lloyd Street playfield with single family homes and a green space.

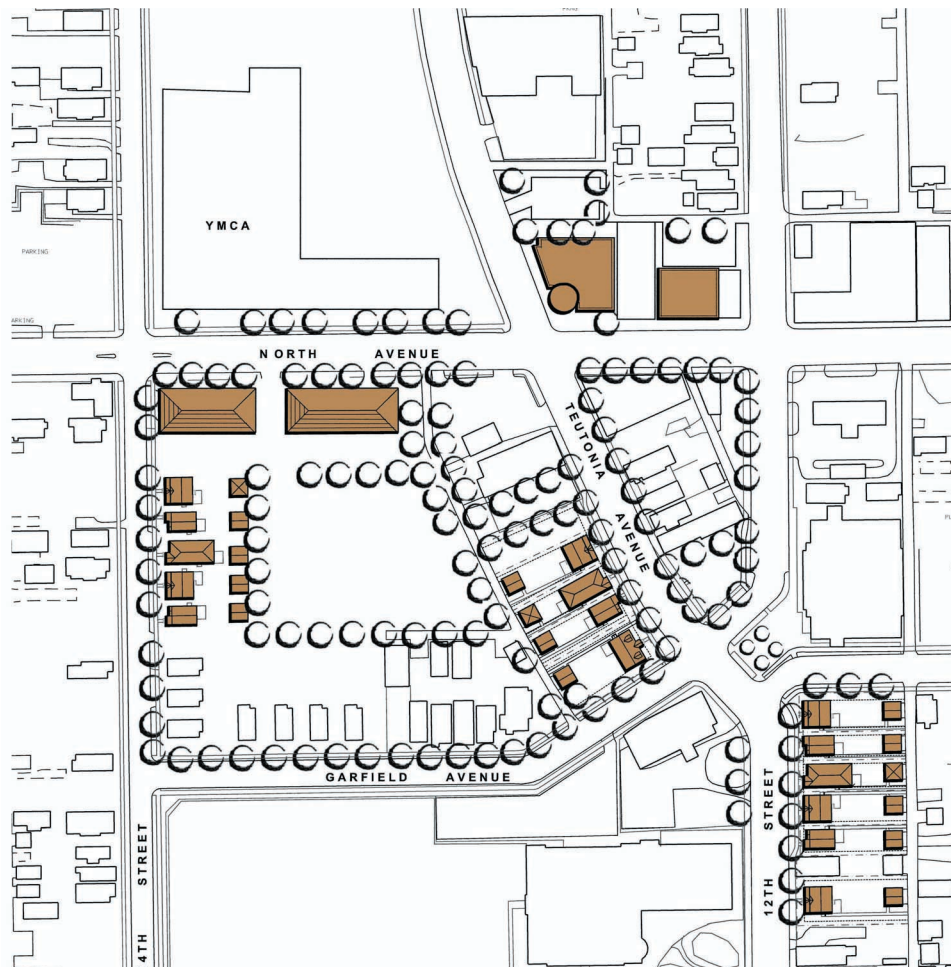
Responsible Parties

- City of Milwaukee
- Private Developer
- Department of Public Works
- North Avenue Improvement District
- YMCA

Timing

This site is a high priority since there are developers interested in the housing component of the project.

Teutonia and North, Scenario 1



5.8 RESIDENTIAL CLUSTERS

Current Status: Existing residential cluster developments have been successful in the neighborhood and continue to add value to surrounding properties. Some of the successful housing cluster examples include Lindsay Heights, City Homes, Habitat for Humanity and New Covenant.

Objective

New development has a greater impact on surrounding properties when clustered instead of dispersed on scattered sites. Clusters can be located on one block or include several blocks of infill development. Both types of clusters provide incentives to adjacent owners to invest in their properties. Residential clusters will reflect market demand by varying: 1) location, 2) development type and 3) value range. Adjacent housing blocks should also include target code enforcement, blight elimination, and a related improvement and home maintenance program, e.g. paint-and-fix-up, to encourage additional investment. Housing clusters will:

- Increase the value of surrounding properties due to the clustered investment.
- Encourage adjacent property owners to renovate their buildings and properties.
- Improve the overall character of the neighborhood.
- Protect the investment of new homeowners.

Specific Recommendations

The criteria for selecting the sites is summarized on the following spreadsheet. Criteria for

identifying clusters includes the following:

- Select a street with opposing block faces that have a minimum of six properties identified as “Susceptible to Change,” according to the Neighborhood Plan analysis. These properties represent lots that are either City or RACM owned, vacant or tax delinquent more than two years. Both sides of the street shall be included in the project to create value for the infill housing and create a significant impact on surrounding properties.
- Identify clusters that build upon ongoing housing initiatives, as well as clusters that provide opportunities for development in all sections of the study area.
- Develop design standards that ensures the quality of all clusters.
- Determine one or more neighborhood programs that will support future investment of surrounding properties, such as home improvement technical assistance.
- Determine a “selected demolition” policy that is consistent with the City of Milwaukee’s Housing Strategy (July 22, 2002, Housing Policies, pg.5).
- Conduct aggressive code enforcement and blight elimination in the surrounding blocks.

Condemnation and demolition is a strategy that is used Citywide when buildings are severely damaged or neglected and the cost of repair is excessive. Typically this strategy is applied when the cost of repair exceeds the value of the

building. In some cases, the strategy may be applied when the cost of repairs are less than the value of the building. However, in most cases State law limits condemnation actions to vacant buildings and situations where repairs exceed 50% of the value. Condemned buildings may only be rehabbed under strict guidelines that require the owner to demonstrate a technical and financial ability to complete all necessary repair of the building.

Cluster Example: Garfield Avenue

(#10 on the Residential Cluster map)

The site is available for development and links the North Avenue commercial area and housing to the south. A high-end residential development will set the standard for future development in the neighborhood and attract commercial development to the Fond du Lac and North area.

The project will:

- Provide owner-occupied housing options for the neighborhood.
- Create high-quality owner occupied units to attract additional high-quality development.
- Include a common green amenity for the development.
- Continue infill housing between 24th Street and 25th Street.

Garfield Avenue, Scenario 1

This scenario, according to the Main Street Report recommendations, includes all single-family units with alley access. Lots are typically 45 to 60 feet wide.

- Buffer the residential units from the commercial uses with landscaping and

fencing.

- Reconfigure the church entrance at 22nd and Garfield.
- Continue infill housing between 24th Street and 25th Street.

Garfield Avenue, Scenario 2

This scenario, according to the Main Street Report recommendations, includes all owner-occupied townhomes.

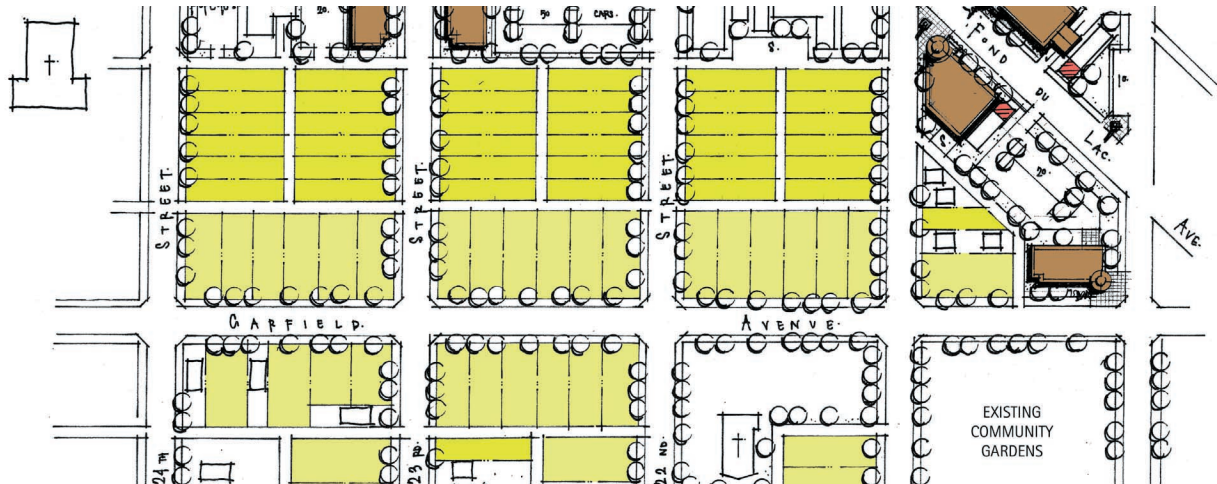
- Buffer the residential units from the commercial uses with landscaping and fencing.
- Create a green space in the middle of Garfield Avenue to slow traffic and serve as an amenity for the residents.
- Locate a significant setback along the north side of Garfield to serve as a front yard and buffer.
- Reconfigure the church entrance at 22nd and Garfield.
- Continue infill housing between 24th Street and 25th Street.

Garfield Avenue, Scenario 3

This scenario includes a boulevard and a combination of single-family units and owner-occupied townhomes.

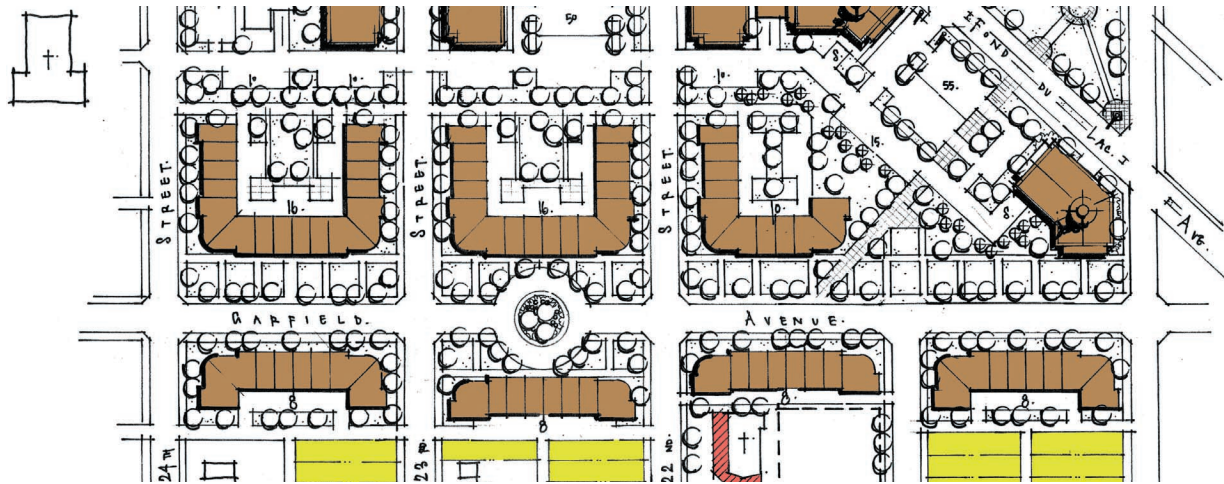
- Buffer the residential units from the commercial uses with landscaping and fencing.
- Develop a boulevard between 24th Street and 23rd Street to slow traffic and create an amenity for area residents.
- Buffer the residential units from the commercial uses with landscaping and fencing.

Garfield Avenue, Scenario 1



source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

Garfield Avenue, Scenario 2



source: Main Street National Trust for Historic Preservation and The Lakota Group, Inc.

Garfield Avenue, Scenario 3



- Locate single-family units on infill lots and between 24th Street and 22nd Street. Lots shall be a minimum of 40 feet wide with an alley.
- Locate owner-occupied townhomes at the east end of Garfield, between 22nd Street and 20th Street, to provide a housing alternative and create a transition between the commercial development on Fond du Lac and the surrounding neighborhood.
- Reconfigure the church entrance at 22nd and Garfield.
- Continue infill housing between 24th Street and 25th Street.

- Is it a highly visible site that will create a significant impact for the neighborhood?

Based on these criteria the “high priority” projects include: Site #8, Garfield Avenue between 21st and 25th Streets, Site #15, Teutonia and North Avenues and Site #16, Lloyd Street Playfield.

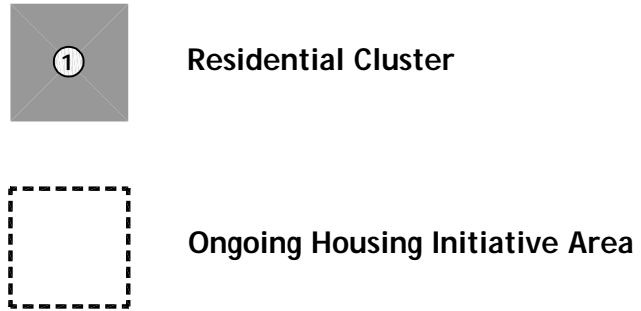
Responsible Parties

- Private investors
- Public investors
- Faith-based investors
- Neighborhood groups
- Department of City Development
- Redevelopment Authority of the City of Milwaukee (RACM)
- City Housing Partners

Timing

Priority for the residential clusters is divided into three options: high, moderate and low. Criteria for determining the priority level are:

- Is there a current developer for the cluster?
- Is the land immediately available for development?
- Is it adjacent to a catalytic project?
- Does it support and link ongoing investments in the neighborhood?



Fond du Lac and North Neighborhood Comprehensive Plan
Catalytic Project: Residential Clusters

Area	Susceptible to Change Properties*	Developer Identified?	DPW Planned Street Improvement	Supports nearby Catalytic Projects	Available for Immediate New Construction?	Infill or Rehab	Other initiatives in the Area	Priority: Low, Moderate or High	Notes:
1	13	no	none	n/a	yes	both	Dominican Ctr. ACTS	low	Provides a project in the northeast quadrant of the study area and supports the Burleigh Street redevelopment strategy.
2	17	no	none		yes	both	Dominican Ctr. ACTS	low	Provides a project in the northeast quadrant of the study area and supports the Locust Street redevelopment strategy.
3	20	no	none	G: FDL and Center	yes	both	Dominican Ctr. ACTS	low	Provides an opportunity on 27th Street for housing alternatives.
4	7	no	none	E: ICC Campus	yes	infill		low	Serves as an entrance feature to the industrial corridor along Center.
5	21	no	none		yes	both	Lindsay Heights	low	Continues investment efforts of Lindsay Heights, creates an entrance into the study area and supports the Center Street redevelopment strategy.
6	50	no	none	E: ICC Campus	yes	both	North Ave. TID Metcalfe Park TIN	high	Builds upon investment along 35th Street, North Avenue and New Covenant.

Susceptible to Change - properties that are either City/RACM owned, vacant or tax delinquent for more than 2 years

Area	Susceptible to Change Properties*	Developer Identified?	DPW Planned Street Improvement	Supports nearby Catalytic Projects	Available for Immediate New Construction?	Infill or Rehab	Other initiatives in the Area	Priority: Low, Moderate or High	Notes:
7	9	no	none	E: ICC Campus	yes	infill	Walk-to-Work Program	low	Provides a transition area between housing and the industrial corridor and it offers an opportunity for alternative housing types.
8	39	no	none	A: Sears Block D: FDL Pkg Initiative G: FDL and Center	yes	both		moderate	Continues investment efforts of Lindsay Heights and is adjacent to Lloyd Park (future development).
9	24	yes	none		yes	both	Lindsay Heights	moderate	Continues investment efforts of Lindsay Heights.
10	25	no	none	A: Sears Block B: FDL and 20th St.	yes	infill	City Homes, Midtown Crossing TIN, Lindsay Heights, Habitat for Humanity	high	Provides a visible site with an opportunity for alternative housing types and builds on success of ongoing housing initiatives.
11	26	no	none		yes	infill	City Homes, Midtown Crossing TIN, Lindsay Heights, Habitat for Humanity	moderate	Links Garfield Square, Area 8, to other housing initiatives in the area.

Susceptible to Change - properties that are either City/RACM owned, vacant or tax delinquent for more than 2 years

Area	Susceptible to Change Properties*	Developer Identified?	DPW Planned Street Improvement	Supports nearby Catalytic Projects	Available for Immediate New Construction?	Infill or Rehab	Other initiatives in the Area	Priority: Low, Moderate or High	Notes:
12	15	no	none		yes	infill	City Homes, Midtown Crossing TIN, Lindsay Heights, Habitat for Humanity	moderate	Links Garfield Square, Area 8, to other housing initiatives in the area.
13	21	no	none		yes	infill	City Homes, Midtown Crossing TIN, Lindsay Heights, Habitat for Humanity	moderate	Continues investment efforts of City Homes.
14	56	yes	none	C: Walnut Node	yes	both	City Homes Lindsay Heights	low	Continues investment efforts of Lindsay Heights and should build upon the amenity of Johnson's Park.
15	27	yes	none	B: FDL and 20th St. H: Teutonia and North	yes	both	Lindsay Heights Walnut Way efforts	moderate	Continues investment efforts of Lindsay Heights.
16	8	yes	none	H: Teutonia and North	yes	infill	NACDC Lindsay Heights YMCA-CDC	high	HACM and the YMCA are interested in developing this site and it continues the investment efforts of Lindsay Heights and the new YMCA.

Susceptible to Change - properties that are either City/RACM owned, vacant or tax delinquent for more than 2 years

Area	Susceptible to Change Properties*	Developer Identified?	DPW Planned Street Improvement	Supports nearby Catalytic Projects	Available for Immediate New Construction?	Infill or Rehab	Other initiatives in the Area	Priority: Low, Moderate or High	Notes:
17	1	no	none	H: Teutonia and North	yes	infill	NACDC Lindsay Heights YMCA-CDC	high	Continues investment efforts of Lindsay Heights and provides an opportunity for creating a new residential neighborhood.
18	26	no	none	C: Walnut Node	yes	infill	Lindsay Heights	low	Creates an entrance into the neighborhood along Walnut Ave. and builds upon ongoing investments in the area (County facility and HACM Hope VI project).

Susceptible to Change - properties that are either City/RACM owned, vacant or tax delinquent for more than 2 years

